

United States
Census
2000

Census 2000 Graphic Standards Manual

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Sponsored by
U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

Introduction

This manual contains official design standards for using the Census 2000 logo. It also presents design standards for all Census 2000 publications including press and educational materials.

Printed materials provide an ideal opportunity to enhance a public awareness of Census 2000 through a strong visual branding for the Census 2000 campaign. The Census 2000 brand will be reinforced by establishing a graphic uniformity and consistency throughout the visual presentation of Census 2000 materials. In the years preceding the actual Census, a variety of printed materials will be created that will work within a singular visual family. The following standards have been prepared to help build this unity, and it is by adhering to these standards that the cumulative results will be seen.

The manual contains a set of design standards and layout tools which should make your job of creating Census 2000 materials easier. The tools will help you apply essential rules regarding the logo, typography, illustrations, color, and grid formats.

Logo Usage

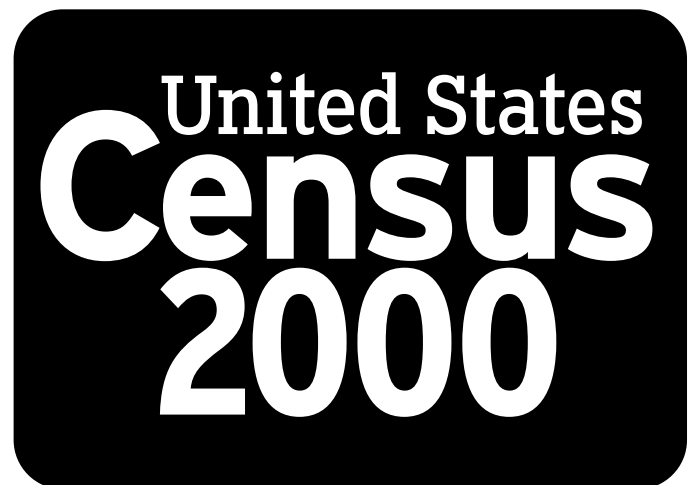
The Census 2000 logotype is the primary visual element of the decennial census communication system. The logo consists of the words “United States Census 2000.”

Logo Colors

The Census 2000 logo can be reproduced in black, white, or Pantone 129. Legibility of the logo is important. The background color of the materials should determine the appropriate color designation of the logo. The logo should print 100% black or 100% PMS 129 if on a white or light background, and it should appear white on a black background.



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Logo Sizes

There are three logo sizes which have been created to be used for different reproduction sizes. They have been slightly altered at each size to create maximum legibility. Size A should be used when the final reproduction size measures 6" or larger. Size B should be used when the logo is to be reproduced between 3" and 6" wide. Size C should be used when the logo is reproduced at sizes below 3". The logo should never be reproduced smaller than 3/4" wide. If you are reversing the logo very small out of a color, make sure it is not so small that the letters may fill in with ink when printed. Always make sure you use a copy of the logo obtained directly from the web site.

Alignment of Logotype

The logo should never appear on an angle. To insure that the logo is sitting straight when you are pasting it on to a document by hand, use the base of the flat letters in the word *Census* as the point of reference for alignment.



Census 2000 Logo Usage With the Department of Commerce Seal

Depending on the circumstances, the Census 2000 logo may be used appropriately with or without the official seal of the Department of Commerce. Consult existing Department of Commerce and Census Bureau guidelines for specific applications of these requirements.

When the Census 2000 logo is used with the departmental seal, it should never diminish the importance of the the seal as a design element. Materials not solely related to the decennial census must include the seal if they include the logo. They should present the departmental seal as the primary symbol of their origin.

For all correspondence related to Census 2000, use stationery prepared according to the templates on the web site. This template features the Department of Commerce seal on the letterhead and the Census 2000 logo at the bottom of the page.

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Logo Usage With Illustrations

There is a single standard set of illustrations to use with the logo. The Census Bureau developed these illustrations to highlight the benefits of Census 2000. We also created a special “benefits statement” to accompany each illustration. The illustrations and benefit statements are identical to those designed for test questionnaires and mailing envelopes. The complete set of illustrations and benefits statements are displayed on pages 6-8.

The Census Bureau developed the standard illustrations and benefits statements with input from dozens of focus groups representing representatives of all populations groups. This testing program showed that the public has a positive response to these final designs. When preparing printed materials for a specific event;

DO:

- Use any of these illustrations with the logo to provide a common “Census 2000” look.
- Place the illustration in the relationship to the logo illustrated on page 9.
- If a caption for an illustration is appropriate, use the matched benefit statement.

DO NOT:

- Use any illustration outside the standard set with the logo.
- Use text other than the matched benefit statement as a caption for an illustration.

Standard Set of Illustrations and Benefit Statements

Housing information helps your community plan for police and fire protection.



Your answers are important!
Every person in the census counts.



Census information helps your community get financial assistance for roads, hospitals, schools, and more.



Information about children helps your community plan for child care, education and recreation.



Knowing about age, race, and sex helps your community better meet the needs of everyone.



Your answers help your community plan for the future.

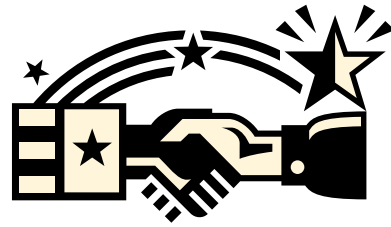
Black and White Illustrations (cont)

This illustration expresses the act of filling out the form. There is no benefit statement for this illustration. It should be used without any slogan attached to it.

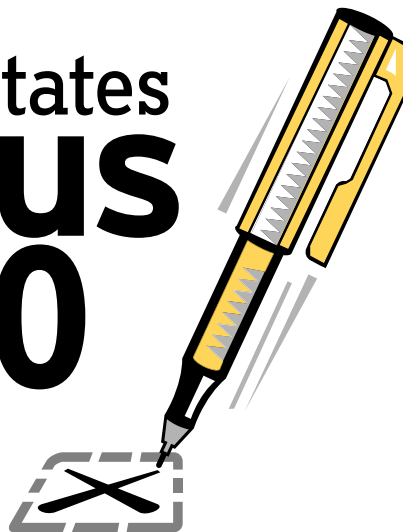
Color Illustrations (for use in 2 color templates using Pantone 129 and black)

Logo Usage with Illustration

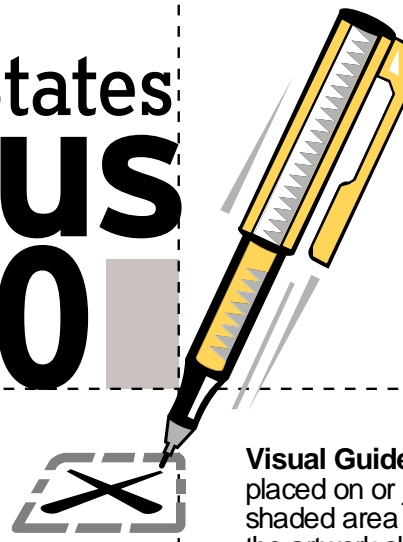
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Visual Guide: The artwork should be placed on or just to the right and of the shaded area drawn here. The orientation of the artwork should appear to be below and to the right of the logo.

Logo Do's and Don'ts

DO:

Make sure you use a copy of the logo obtained directly from the web site.

When pasting the logo onto a document to be xeroxed or printed, use a clean laser output from a 300+dpi laser printer.

Reproduce the logo in black, white, or Pantone 129 only.

Use the illustrations and templates provided in this guide.

DO NOT:

substitute fonts or type styles

alter or redraw the logo in any way

do not condense or extend the logo

change the wording

print as outline

make the logo 3-D

fill the type in with a gradation or texture

create shadowed type

use colors other than those specified

use a poor quality reproduction

add typographic or illustrative elements

place type or images on top of the logo

use the logo in place of the Department of Commerce seal

DO NOT



create shadowed type



print as outline



fill it in with a gradation



fill it in with a gradation or texture



make it 3-D



do not condense or extend the logo



alter or redraw in any way



do not condense or extend the logo

DO NOT



change the wording



place type or images on top of the logo



place type or images on top of
the logo



substitute fonts or type styles

Standard Typefaces

The designs contained in this standards manual have been created to help unify the visual identity for the Census 2000. The templates that follow use two specified typefaces, Times Roman and Helvetica. They have been chosen for their variety of weights and legibility. If you do not have access to the Helvetica typeface, substitute with Arial. Times is a typeface that is universal to all computers, and you should already have it. All decennial census marketing materials should be produced using the typefaces below.

Text type:

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Headline type:

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

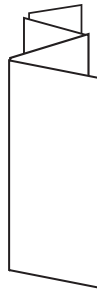
Introduction to Templates

The templates contained in this standards manual are designed to help you produce a variety of brochures and printed material for the Census 2000. There are three sizes of folded brochures to choose from along with a flat 8 1/2 x 11 flyer format. An 8 1/2 x 11 report cover for bound material is provided as well. The diagram below displays all the items available in the Census 2000 design format.

The brochures are set up as templates on the web site. Once you copy them onto your computer you can open them up and begin to type within the textblocks. There is no need to choose typefaces or sizes because this is already set up for you in the document. The templates have predetermined type characteristics for all text elements such as cover titles, headlines, or paragraphs. As long as you are familiar with the program you have chosen to use, you should have no problem using the templates and type styles created. It is recommended that you use all the template design guidelines including margins, type size, page size, and cover design.



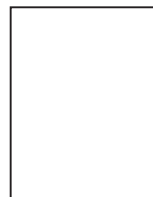
3.6" x 8.5" brochure



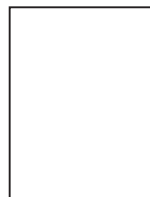
5.5" x 8.5" brochure



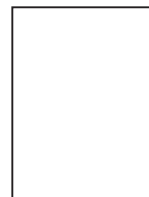
4" x 9" brochure



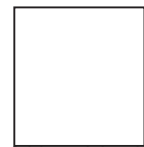
3.6" x 8.5" flyer



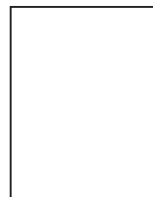
8.5" x 11" report cover



folder cover



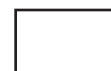
folder sticker label



8.5" x 11" letterhead



envelope



name card

Guidelines for Template Layout

Colors: There is both a black and white and a two-color version of each template. The two-color version is Pantone 129 and black. Your choice of printing one or two color should depend on many factors including your budget, the quantity of brochures you need, and how you plan to produce the document. The black and white design can be reproduced with a photocopier or with offset printing. The quality of offset printing is better than photocopies. The two-color version must be offset printed.

Margins and Grids: The margins for the templates are predetermined. They have been designed to allow for a comfortable amount of text in a column. White space has been placed at the tops of the pages for a reason. The use of some white space on a page generally makes large amounts of text more legible and user-friendly. The top margin sits low on the page for this reason. The top margin should never be changed. Your first line of text or headline should sit on this guideline.

Callout Quotes: The brochure designs allow for small amounts of information to be highlighted as callouts using the Helvetica bold typeface. Each callout begins with an arrow. Placement of the callouts differs depending on the size of the brochure. In the 4" x 9" brochure, the quotes form either a horizontal column or a vertical column. In this brochure they can break above or below the baseline of the first and last lines of text. In the other two folding brochures there are only horizontal callouts. Please refer to the templates for exact size and placement.

Paragraphs: Paragraphs of text will always use the Times Roman typeface. The paragraph should be set as flush left with a ragged right edge.

Shaded Box: In some of the two-color templates there are shaded background boxes. These should always be printed in 20% Pantone 129.

Guidelines for Template Layout (cont)

Ruled Box: In some of the templates there are ruled outline boxes. In the two-color version these should always print 100% Pantone 129. In the black and white version they should print 100% black.

Use of Art

The only art which may be used are the illustrations provided. All illustrations must be used in their positive form. When placing the illustrations on a white background the black and white versions must be used. When placing the illustrations on a Pantone 129 background the two-color versions must be used. The illustrations cannot be reversed out of a background color. All illustrations must be shown in their entirety; they cannot be cropped or positioned to bleed off the page. All illustrations must sit within the margins and resting comfortably within the picture box provided on the templates.

There are two uses of illustrations in the brochures:

Option one: On the cover.

The templates provide examples of how the illustrations should be placed on the covers. The illustrations must sit primarily in the bottom half of the page, closer to the Bureau of the Census address than to the subtitle. Only one illustration may be placed on a cover at any one time.

Option two: Integrated with the text.

The use of images in the 4 x 9 brochure should serve as an example of how the illustrations can be integrated within the text. They should be centered above or below a text column. They should not be sandwiched in middle of the one column of text. They can go above the top text margin by 3/8". It should never go below the bottom text margin. They must also remain approximately 2" x 1" in size, and should not differ greatly in this size. Only one illustration may be placed per column at any one time.

3 Easy Steps to Begin

The brochure templates should make the task of producing brochures for the Census 2000 simple. The guidelines you have read here will help you apply essential rules regarding the logo, typography, illustrations, color, and grid formats. The result will be a unified public image for the Census 2000 campaign.

1. Pick a format that is appropriate for your task at hand. Double click on the corresponding icon. This will copy the folder to your computer.
2. Open the file folder icon and find the font file. Drag the font folder icon into your computer's font folder.
3. Open the template and start by inputting your title on the cover page.

Glossary of Terms

Pica: refers to a unit of measure used in printing and typesetting. Most computer programs will let you choose picas as a unit of measure just as you might choose inches or centimeters. There are 6 picas in an inch.

Point: refers to a unit of measure used in printing and typesetting. It is smaller than a pica. There are 12pt in a pica and 72 pt in an inch. Most computer programs will let you choose points as a unit of measure just as you might choose inches or centimeters.

Leading: refers to the space between each line of text. It is also referred to in some computer programs as line spacing.

Body copy: is the main reading text on a page. It is different than the heads or titles on a page.

Heads: are the lines of copy in a brochure that call attention to new sections

Line spacing: is the space between lines of text. It is sometimes referred to as leading.

Baseline: is the bottom of a line of text or of one letter. The letter forms with straight, squared off letters are the baseline indicators. Do not use the round letter forms to locate the baseline.

Style sheet: The software program Quark uses this feature to aid in typesetting. It is a set of type characteristics tagged with a name. It quickly transforms a paragraph or a title to a set of predetermined styles, by simply clicking on the style sheet's name.